

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of claims:

1. (Currently amended) A process for producing brochures, comprising:

inserting a looped binding element into perforations along an edge of a plurality of superposed sheet-like material; and

forming said looped binding element immediately before the inserting step to eliminate pre-formed looped binding element supply.

2. (Currently amended) The process of claim 1, further comprising tailoring said looped binding element to complement said perforations.

3. (Currently amended) The process of claims 1, further comprising forming ~~a loop in said binding element~~ and a crimp in ~~said~~ a loop of said looped binding element.

4. (Currently amended) The process of claim 1 further comprising forming a series of crimps in said looped binding

element.

5. (Currently amended) The process of claim 1 further comprising forming several loops in said looped binding element, and forming a plurality of crimps in said looped binding element, loop by loop, with a single bending die.

6. (Currently amended) The process of claims 1 wherein said looped binding element comprises a single element corresponding to a width of ~~said~~ a brochure.

7. (Currently amended) The process of claims 1 further comprising forming a plurality of loops in said looped binding element in a row that extends across a width of ~~said~~ a brochure, and inserting said loops into said perforations at the same time.

8. (Original) The process of claim 1, further comprising determining at least one production parameter with an electronic control device.

9. (Currently amended) The process of claim 8, wherein said looped binding element is formed from wire and said at least one production parameter is brochure thickness, wire diameter, wire length, or perforation spacing.

10. (Original) A process for producing brochures using wire binding, comprising:

- a) determining a thickness of a brochure to be produced and storing said thickness in an electronic device;
- b) producing a binding element corresponding to said thickness by
 - feeding a wire from at least one wire supply containing a wire spool to a wire bending device via a conveyor,
 - bending said wire into a flat, multiple looped binding element,
 - cutting said binding element and conveying it to an insertion device;
- (c) supplying sheet-like material to said insertion device, said material having perforations;
- (d) inserting said binding element into said perforations; and,
- (e) bending said binding element into a ring-like binding.

11. (Original) The process of claim 10, further comprising tailoring said binding element to complement said

perforations.

12. (Original) The process of claims 10 further comprising forming a crimp in a loop.

13. (Original) The process of claim 10 further comprising forming a series of crimps in said binding element.

14. (Original) The process of claim 10 further comprising forming a plurality of loops in said binding element and forming a plurality of crimps in said binding element, loop by loop, with a single bending die.

15. (Original) The process of claims 10 wherein said binding element comprises a single element corresponding to a width of said brochure.

16. (Original) The process of claims 10 further comprising forming several loops in said binding element in a row that extends across a width of said brochure, and inserting said loops into said perforations at the same time.

17. (Original) The process of claim 10, further comprising determining production parameters with an electronic control device.

18. (Original) The process of claim 17, further comprising producing said binding element according to one or more production parameters in addition to thickness.

19. (Original) The process of claim 18, wherein at least one of said production parameters is wire diameter, wire length, or perforation spacing.

20. (Original) A process for producing brochures using wire binding, comprising:

a) determining a thickness of a brochure to be produced and storing said thickness in an electronic device;

b) producing a binding element corresponding to said thickness by

- feeding a wire from at least one wire supply containing a wire spool to a wire bending device via a conveyor,
- bending said wire into a flat, multiple looped binding element,
- cutting said binding element and conveying it to an insertion device;

(c) supplying sheet-like material to said insertion device, said material having perforations;

(d) inserting said binding element into said perforations immediately after producing said binding element; and,

(e) bending said binding element into a ring-like binding.